



GRAYSON SANDS

ABOUT ME

👉 With years of experience across a variety of industries, I specialize in marketing strategy, multi-media content, and branding. It has been incredibly rewarding to witness the growth of companies I've worked with through innovative and creative campaigns.

EXPERIENCE

Multi-Media Communications

LandDesign - Charlotte, NC

2023 - Present

As the Multi-Media Communications designer at LandDesign, I leverage and explore cutting-edge technologies to enhance the firm's marketing, communication, and project delivery efforts.

- Enhance **marketing, communication, and project delivery** through innovative multimedia solutions.
- Produce **videos, animations, photography, and graphics** for internal/external campaigns and client deliverables.
- Generate **2D/3D aerial maps using drone mapping** for project planning and marketing.
- **Collaborate with advertising agencies** to create and launch digital campaigns on social media.
- Develop comprehensive project case studies to showcase work to clients and peers.
- **Research and integrate AI tools** into the communication team's workflow.
- Create immersive **VR experiences** for remote project viewing.
- Travel nationwide to capture project photography, headshots, and campaign assets.

Marketing Director

Neighboring Concepts - Charlotte, NC

2022 - 2023

During my time as Marketing Director at Neighboring Concepts, a Charlotte-based architecture firm with a focus on community-driven design, I was responsible for driving the company's marketing efforts and initiatives through major changes in the company.

- Led a **comprehensive rebranding initiative** to modernize the company's image and align it with its mission and values.
- Reshaped the **company's storytelling, messaging, and branding efforts.**
- Developed and implemented a **new marketing strategy** to increase brand awareness and drive business growth.
- Built a customized and comprehensive **CRM and project management system.** This custom system manages data for architecture projects, proposals, team members, and more.
- **Built, designed, and launched a new website** for the company. Designed with functionality as a priority - consolidating the need for external PDF project sheets and resumes. The back-end of the website is built on top of a thorough CRM system, allowing for templated pages and efficient organization of information.
- Managed the **RFQ response process** while building a new system for proposals and strategizing unique approaches to communicate the company's selling points.
- Produced high-quality **storytelling videos** to create compelling marketing collateral.
- **Hired and trained** a marketing assistant to assist with the proposal process.
- **Coordinated and led events** such as the Congress of New Urbanism "Walk Five Points" tour.



VIEW MY WORK

Click or scan the QR code to explore my portfolio, featuring videos, designs, and photography.

EXPERIENCE CONT.



Marking Specialist

The Nichols Company - Charlotte, NC

2021 - 2021

While supporting at The Nichols Company, I had the opportunity to work on a diverse range of projects and initiatives. I played a key role in defining the company's branding, including assisting in establishing their style guide and creating print and digital designs.



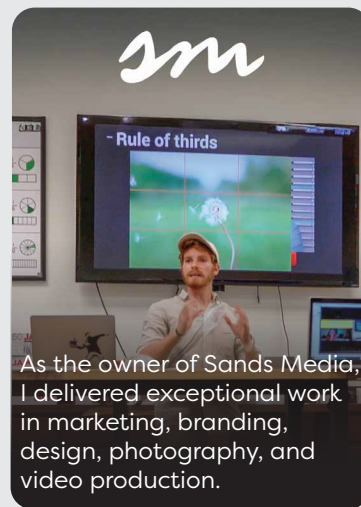
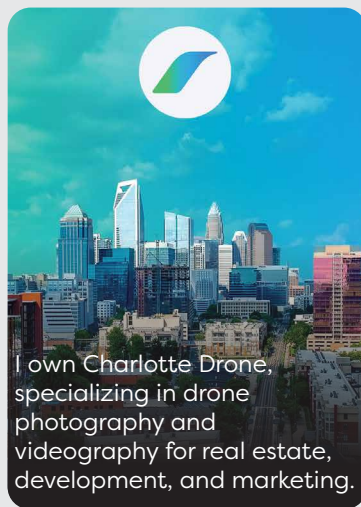
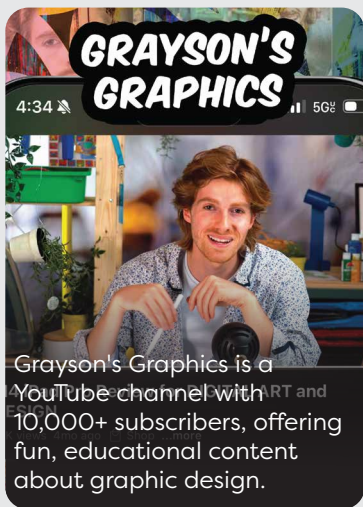
Marketing Support

Coldwell Banker Sea Coast Advantage - Wilmington, NC

2019 - 2020

I had the opportunity to work with and build strong relationships at the #1 Coldwell Banker affiliate in the nation. I collaborated with agents, staff, and management to produce high-quality marketing materials, including video production, graphic design, and real estate photography editing. I contributed to the global Coldwell Banker rebrand, working closely with the head of photography and marketing director to develop new marketing materials aligned with company objectives.

OTHER VENTURES



EDUCATION

Completed coursework at multiple universities, achieving **some college education** with a focus on marketing

Marketing + Graphic Design 2020 - 2020

Queensland University of Technology

Marketing 2019 - 2022

Cameron School of Business at UNCW

Innovation Marketing 2018 - 2019

UNC Charlotte Belk College of Business

Student 2016 - 2017

Academy of Information Technology

HONORS

Licensed Part 107 Drone Pilot

Federal Aviation Administration

Second Place Globally | Social Impact Video

American Marketing Association - 2019

First/Second/Third Place Photography

GFWC of North Carolina - 2017 - 2019

Certified in Microsoft Word/PowerPoint

Certiport

Guinness World Record Holder

2018